

AMP UP!

MARKETING SKILLS TRACK

Your Advertising, Marketing
& Promotional Plans!



**Presented
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What components does your advertising budget include?

How have you been making these decisions?

The money you save with the media by planning

Based on sales – past or anticipated (row 3)

The percentage you select based on – (cell B5)

Traffic

Price image

Competition

Store awareness

Sales volume

Contingency budget – What if an advertising deal comes your way?
(Contingency has no monthly allowance) (Cell B7)

Marketing budget – Image, cause, social media (Cell B11)

Promoting budget – Speaking only to existing customers (Cell B13)

Advertising budget – (Cell B9)

Dividing the advertising budget among the media choices (Column
A for media, column B for %, rows 23-41 for individual media)

Examine the individual months and the total per media in columns C through N, rows 23-41

Moving the money from month to month (Column B must equal Column O, rows 44-62)

Row 64-row 66, columns C through N can be adjusted for monthly budgets that are too small to spend

Creating the events and completing the plan (row 69-120, column B for dates and column D for details of events)